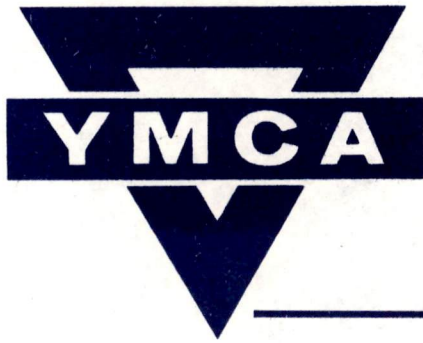




NEWS

FROM THE MONTREAL YMCA

1441 DRUMMOND ST., MONTREAL
TELEPHONE 849-5331, EXT. 57

To be ordered

April 27th, 1965.

COLIN McKAY
Phone No. 849-5331
Loc. 38

Suggested Lead:- "Y.M.C.A. RAISES LARGEST SUM IN IT'S HISTORY"

As he thanked workers at the official closing luncheon today, Mr. Robert H. Hoppe, the 1965 Campaign Chairman said "Today's total of \$283,674 is the most money the Montreal "Y" has ever raised in a Campaign for operating assistance, and your great work is almost complete. We are now \$22,579 ahead of this point in the last comparable campaign. By having the balance of approximately \$26,000, now in the hands of a relatively small number of canvassers and subscribers, turned in by next week, we will have achieved the three goals we set ourselves -

- (1) To raise \$310,000
- (2) To do it in the shortest time on record, and
- (3) to make friends for the Y.M.C.A."

In congratulating Mr. Hoppe and his workers, Mr. H. Roy Crabtree, President, noted that the remaining balance was critical for the full effectiveness of all the operations across the City of Montreal in the coming year.

Mr. Fred Hubbard, the Y's General Secretary, pointed out that where people understand the Y's story they respond. "Corporations are comprised of people, newspapers are written by people, radio and televisions programs are produced by people - all of whom feel a social responsibility. In their support of this Campaign they have certainly proved that they exercise that responsibility!



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-2-

April 27th, 1965

In lauding the campaign workers, Mr. Hubbard stated his conviction that "This organisation, this web of human relationships, has come to feel strongly about developing and maturing the fundamentals of individual and corporate responsibility for the common good in this area of greater Montreal"

Given recognition for outstanding work were:- R. Gordon James, Walter H. Palmer, G. Lloyd Wolton and John P. Moynaugh.

Northmount and Westmount Divisions have exceeded their campaign objectives.